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OZ IT

Australian IT Bulletin

U.S. Commercial Service, Australia

Welcome

To the Australian IT Bulletin

This monthly publication contains useful business intelligence on the Australian IT market.

In this issue, you'll find information on:

- Upcoming Trade Shows,
- Overview of Broadband Uptake,
- Happenings in the Local Market,
- Storage Distributor Review,
- and much, much more!

For further information on the articles in this publication or on any aspect of the Australian IT market, please contact:

Duncan Archibald, Commercial Specialist, IT

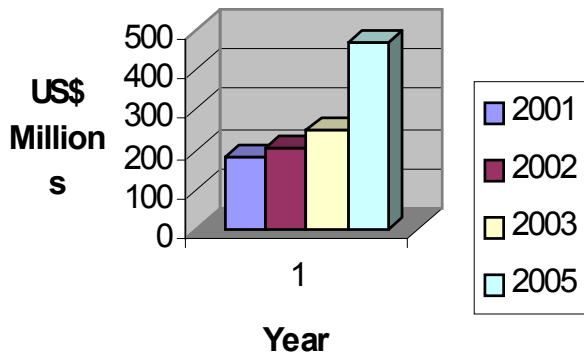
Duncan.archibald@mail.doc.gov

Tel: 61 2 9373 9212

Fax: 61 2 9221 0573

www.buyusa.gov/australia/

Value of Oz IT Telephony Market

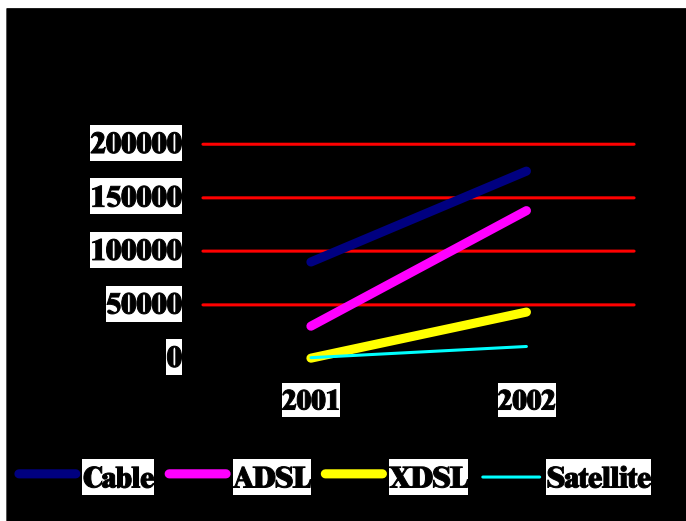


Source: International Data Corporation

ANZ Bio-Market is Growing

According to IDC, the growth in spending in the Australian and New Zealand bio-IT markets will more than double in size to US\$655 million by 2006.

The ANZ market is considered to be one of the top 10 bio environments in the world. More than 300 biotech companies in the region employ various levels of approximately 6500 research personnel. The Australian government have been very active in terms of pushing commercial research out of the public sector.



Source: Australian Competition & Consumer Commission

Quick Facts

The Australian Federal Government accounts for 47 percent of all public-sector IT&T spending

State government departments and agencies account for 45 percent of the public-sector market. Source: Gartner Group

Market Brief

DID YOU KNOW?

According to a recent survey by Roy Morgan Research, the most popular online activity in Australia is sending and receiving email.

% Forty-seven percent of people aged 14 and over said that, between October 2001 and September 2002, that they mainly used the Internet for email. This is up from 33 percent for the period between October 2000 and September 2001.

% The number of online users who paid bills and shopped online increased from five percent in the October 2000 to September 2001 period to 15 percent for the October 2001 to September 2002 period.

% During the same period, the number of Australians who went online looking for general information rose from 23 to 31 percent.

Local Speech Recognition Company Forms Alliance

Local speech recognition service company VeCommerce has just formed an alliance with U.S.-based heavyweight SpeechWorks and Gensys Telecommunications Laboratories, a subsidiary of Alcatel. The new group will provide end-to-end natural language speech recognition solutions on a worldwide basis. VeCommerce will provide the implementation skills.

www.vecommerce.com.au for more information.

Online Advertisement Statistics

Australian advertisers spent approximately US\$80 million on online advertising last year, according to a recent report by the Bureau of Verification Services. General advertising was the dominant sector with US\$30 million in revenue, followed by classified advertisements with US\$28 million, and search and directories with US\$20 million.

Computer Games Development in Oz

There are approximately 40 local developers employing about 600 people in the local games development market. The largest 12 companies each have more than 20 employees and develop games mainly for overseas publishers such as Electronic Arts. Two of the biggest development houses in the local market are [Auran](#), which was responsible for the real-time strategy game, Dark Reign, and [Krome](#) which has developed titles for Electronic Arts. The majority of the games development companies are situated in either Melbourne or Sydney.

The principal platform for games development is PlayStation 2, while PC, Xbox and GameCube products are also produced in Australia.

The local market for games development is estimated to be growing at 25 percent annually.



UPCOMING TRADE SHOWS

CeBIT Australia

May 6-8, 2003, in Sydney

Organizers: Hannover Fairs Australia

Suite 32, Level 3

8-24 Kippax Street

Surry Hills, NSW 2010

Australia

Tel: 61 2 9280 3400

Fax: 61 2 9280 1977

Email: info@hannoverfairs.com.au

CeBIT Australia is the Australian production of the successful CeBIT show in Hannover.

Australian PDA Sales January 2003

Palm	52%
HP/Compaq	28%
Toshiba	11%
Sony	2%
Acer	2%
Others	5%

Source: www.informbd.com.au

Distributor Profiles

Storage Vendors

Secure Data Group Pty Ltd

Level 2, 86-90 Bay Street
Broadway NSW 2007

Tel: 61 2 9437 5177

Fax: 61 2

www.securedatagroup.com.au

Even Penn - Managing Director

Secure Data Group is one of the fastest growing storage distributors in the Australian market. It is one of EMCs biggest partners, as well as representing it represents include Perle, Webtrends, Ipswitch, Network Instruments, and Castle Rock.

The company is looking to obtain a broader networking and security portfolio of products.

Contact Evan at securedatagroup.com.au

Lan 1 Pty Ltd

Unit 4, 50 McEvoy Street
Waterloo NSW 2017

Tel: 61 2 9319 6411

Fax: 61 2 9319 6797

www.lan1.com.au

Basil Dilemitros - Business Development Manager

Lan 1 is a leading distributor of mass storage, network and communications products, as well as SAN, NAS, RAID, and tape and optical products. Lan1 represent among others, Adaptec, ATTO, Auantum, D-Link, SonicWALL, Tandberg Data, Legato, Roxio, Raidtec and Snap Appliances.

Contact: Basil at basild@lan1.com.au

Westan Pty Ltd

1042 Dandenong Road

Carnegie VIC 3163

Tel: 61 3 9543 7733

Fax 61 3 9544 0602

www.westan.com.au

Philip Jackson - Manager, Storage Division

Westan is a Victorian-based distributor with three divisions: Peripherals - components, notebooks and servers Communications - Dialogic telephony products, and Systems & Storage Division - high-end storage and backup solutions from Advanced Digital Information Corporation (ADIC), IEI, Fujitsu PC Australia, Lynx Technologies, Computer Associates (CA) and Promise Technology Inc

Contact Philip at pjackson@westan.com.au

Please let us know if these vendors are of use to you, and especially if it leads to an export success

OZ STORAGE DISTRIBUTORS

[ACA Pacific Pty Ltd](#)

[Adecs Computers Pty Ltd](#)

[Agate Technologies Pty Ltd](#)

[Austor Pty Ltd](#)

[Digistor Pty Ltd](#)

[Distributed Network Services Pty Ltd](#)

[Global Business Solutions Pty Ltd](#)

[Intermine Pty Ltd](#)

[Paragon Systems Pty Ltd](#)

[Starcom Group Pty Ltd](#)

[XSI Technology Pty Ltd](#)

Additional Local Storage Specialists

Macquarie Corporate Telecommunications
www.mct.com.au

Davnet www.davnet.com.au

DigitalStorage www.digitalstorage.com.au

Simms International www.simms.com.au

Lynx Technologies www.lynx.com.au

Uecomm www.uecomm.com.au

Logitech www.logitech.com.au

n-Tech Consulting www.n-tech.com.au

Data#3 www.data3.com.au

CSC Australia www.csc.com.au

Fujitsu Australia www.fujitsu.com.au

Avnet www.avnet.com.au

Raidar Systems www.raid.com.au

Digistor www.digistor.com.au

Alstom IT Distribution www.it.alstom.com.au

Express Data www.expressdata.com.au

ASI Solutions www.asisol.com.au

Powerlan www.powerlan.com.au

Computer Supervisory Services www.css.au.com

Storage Today www.storagetoday.com.au

Dimension Data www.didata.com.au

Optistor www.optistor.com.au

Eden Technology www.eden.com.au)

AlphaWest www.alphawest.com.au

Kaz Computing www.kaz.com.au

Volante Integrated Technology

www.volante.com.au

390 Service Shops

[Australian Outsourcing Services Pty Ltd](#)

[Classic Blue Pty Ltd](#)

[CPT Global Pty Ltd](#)

[Dovetail Distribution Pty Ltd](#)

[Executive Computing Group Pty Ltd](#)

[Independent Systems Integrators Pty Ltd](#)

[Kwell Pty Ltd](#)

[Tallecom Software Pty Ltd](#)

Attention: We Would like to know if Oz IT is useful to you. If information from thisd newsletter leads to a sale of signing of an agreement, please let us know!

Contact

duncan.archibald@mail.doc.gov

Australia, Dominant Information Economy in the Asia Pacific Region

According to figures released by Australian government agencies, Axiss Australia, and the Department of Communications, Information Technology and the Arts, Australia is one of the leading ICT markets in the Asia Pacific Region.

Australia's Information Economy		
	World Ranking	Asia Pacific Ranking
Computers per capita (1999)	6	1
Computer power per capita (1999)	6	1
E-commerce environment (survey)	6	2
Internet Communications per capita (1999)	9	2
IT environment for business (survey)	8	2

Source: The World Competitiveness Year Book 2000

ICT Spending For Selected Countries (percentage ratio to GDP)

	Percentage
Sweden	9.5
United Kingdom	9
Australia	8.5
United States	8.5
Canada	8.1
Hong Kong	7.9
Singapore	7.75
India	3.2

Source: World Information Technology Services Alliance, Digital Planet 2000s above

B2B As a Percentage of GDP - 2001

United States	3.0 %
Sweden	1.6 %
Taiwan	1.3 %
Singapore	1.1 %
Australia	1.1 %
Norway	1.0 %
United Kingdom	0.9 %
Hong Kong	0.8 %
South Korea	0.8 %
Germany	0.7 %
Ireland	0.6 %
France	0.4 %
Italy	0.3 %

Source: Emarketer 2001, OECD Communications Outlook, 2001 Cyberatlas 2001

User-Query/Reporting Tools Used in Australia

	Percent
Microsoft	62 %
Oracle	46 %
Crystal Decision	34 %
Business Objects	24 %
IBM	24 %
Cognos	24 %
SAS	17 %
Microstrategy	11 %
Actuate	7 %
Other	14 %

1.7M

Source: Appfluent

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- access online to **a complete spectrum of matchmaking and commercial solutions**, from initial information to final delivery
- **trade professionals located in your state** who are only a phone call away, whenever you have a question or a problem
- **data security**
- confidence in using an **official U.S. Government web site**, and...

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